

Mr. Robinson, our General Manager, has asked me to write an advertisement

Chickering
Kurtzman
Ivers & Pond
Huntington
Segerstrom
Sterling
Player Pianos
and
Victor Talking
Machines



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Pianos Leaving Omaha Store for Alliance Sale

I feel as though I could write an advertisement, and I am **going to**. I feel as though I could write a **great** advertisement---and I could---if I could only put on paper what is in my mind and heart to write.

This big piano club which will be brought to a close May 31, is inspiring. It has been the most inspiring work in which I have ever participated.

Selling pianos generally does not thrill.

But the very thought of a big enterprise like this---selling 100 pianos---organizing a club to take them---each and every member to be of the same mind---the success of one dependent upon the success of the other---each and all to share in benefits and privileges not known in the general range of everyday business is thrilling. It furnishes a new sensation.

But the most inspiring moments are those spent with the club members themselves upon the floor.

I personally talked with a number of them. I believe I talked with at least **one out of every four** of the members. I learned first-handed a great deal about their ambitions---their inclinations---their purposes.

Someway, I fancy that I was taken into the "music circle" of many a home---much more than I ever was before since I have been in the piano business--- and I **know** what this club means and is to its members.

I am **proud** of this club, I am **more proud** of it than anything we have done before.

Special attention will be given to correspondence and inquiries. Address all communications to
ORKIN BROTHERS
Alliance - Nebraska

OPPOSITE POSTOFFICE

This department of the great store in Omaha is one of much importance, as you know. It is, perhaps, not the **oldest**, but it is generally conceded to be **the largest** piano business in Nebraska and one of the largest in the Middle West.

It reaches out for business over a wide scope of territory. Covering the States of Nebraska, Wyoming, Southern South Dakota and Iowa---and we are all proud of the standing and reputation of our piano department and the progressive spirit of our general manager.

But when it comes right down to **accomplishment**--to things **actually done**, it is as I say--"I am more proud of the club than anything we have done before."

These 100 persons have a most intimate relation to our house. Their success and ours is identical.

The idea "you help me and I will help you" permeates this whole proposition so thoroughly, that some way I can't help but feel that these club members will be like 100 stockholders, all out on the "picket line," looking out for the fair name and the well-being of our house--a permanent advertisement--better than anyone can write.

Am I inspired with the plans and purposes of the club? Most assuredly--it has been a great success, and has done more than anything else to place the stamp of approval on the pianos we sell.

Yours truly,

MRS. J. T. WIKER,

Manager of Alliance Store.

ORKIN BROTHERS

Formerly the Bennett Co., Largest Dealers of High-Grade Pianos in the West

Some of the well known makes of pianos from our regular lines that will be offered in connection with this great sale of pianos at a substantial reduction: Chickering & Son, Kurtzman, Ivers & Pond, Huntington, Sterling, Segerstrom, and Packard pianos.

CONTEST CLOSSES MAY 31